

WHAT IS CLAIMED IS:

5 1. A method of registering an unenrolled player in a player tracking system,
comprising:

 permitting the unenrolled player to play a gaming device;

 detecting a triggering event;

 notifying the unenrolled player after the occurrence of the triggering event; and

10 allowing the unenrolled player to enroll in the player tracking system in response to
the notification.

 2. The method of claim 1, further comprising awarding unenrolled players with
enrollment incentives for enrolling.

15 3. The method of claim 1, wherein the triggering event is a casino employee
present at the gaming device.

 4. The method of claim 1, wherein a plurality of unenrolled players play a
20 plurality of gaming devices.

 5. The method of claim 4, wherein the plurality of gaming devices are networked
together.

25 6. The method of claim 5, wherein the triggering event corresponds to an
unenrolled player among the plurality of players having a highest level of player rating.

 7. The method of claim 5, wherein the triggering event corresponds to a
randomly selected player among the plurality of players.

30 8. The method of claim 1, wherein the triggering event is a random occurrence.

 9. The method of claim 1, wherein the triggering event is a predetermined
occurrence.

10. The method of claim 1, wherein notifying the unenrolled player comprises soliciting the unenrolled player to enroll in the player tracking system.

5 11. The method of claim 1, wherein notifying the unenrolled player comprises visually notifying the unenrolled player.

12. The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through a display associated with the gaming device.

10 13. The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through an overhead sign.

14. The method of claim 1, wherein notifying the unenrolled player comprises
15 aurally notifying the unenrolled player.

15. The method of claim 14, wherein the aural notification is emitted from the gaming device.

20 16. The method of 14, wherein the aural notification is emitted from a speaker remote from the gaming device.

17. The method of claim 1, wherein the unenrolled player is allowed to self enroll.

25 18. The method of claim 17, wherein the unenrolled player is allowed to enroll through a terminal on the casino floor.

19. The method of claim 18, wherein the terminal is unattended.

30 20. The method of claim 17, wherein the unenrolled player is allowed to enroll at the gaming device.

21. The method of claim 20, wherein the unenrolled player is allowed to enroll through a keypad associated with the gaming device.

22. The method of claim 20, wherein the unenrolled player is allowed to enroll through a display associated with the gaming device.

5 23. The method of claim 1, wherein the unenrolled player is allowed to enroll with the assistance of casino personnel.

24. The method of claim 23, wherein casino personnel approach the unenrolled player after the occurrence of the triggering event.

10 25. The method of claim 1, further comprising applying a credit to the newly enrolled player's account following enrollment.

15 26. The method of claim 1, wherein the unenrolled player is permitted to play the gaming device using a temporary account.

27. The method of claim 26, wherein credit is applied to the temporary account.

20 28. The method of claim 27, wherein the unenrolled player is permitted access to the credit following enrollment.

29. The method of claim 28, wherein the credit is payable immediately.

30. The method of claim 28, wherein the credit is payable on a future visit.

25 31. The method of claim 28, wherein the credit is payable incrementally.

32. The method of claim 28, wherein the temporary account is associated with a player identifier.

30 33. A method of tracking an uncarded player, comprising:
tracking an uncarded player's gaming device play;
creating an uncarded player account;
applying a credit to the uncarded player account;

detecting a triggering event in the tracked uncarded play;
notifying the player after the detection of the triggering event; and
allowing the unenrolled player to enroll in the player tracking system in response to
the notification.

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34. The method of claim 33, wherein applying a credit to the uncarded player
account comprises applying a bonus to the uncarded player account.

35. The method of claim 33, wherein the uncarded player is permitted to play the
10 gaming device using a temporary enrollment card.

36. The method of claim 33, wherein a record of the tracked uncarded play is
stored in memory.

15 37. The method of claim 36, wherein the record is analyzed for the occurrence of
the triggering event.

38. The method of claim 37, wherein the record is repeatedly analyzed for the
occurrence of the triggering event.

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39. The method of claim 33, wherein the uncarded player account is created
without the uncarded player's knowledge.

40. The method of claim 33, wherein applying a credit to the uncarded player
25 account occurs after the triggering event.

41. The method of claim 40, wherein a credit is applied to the uncarded player
account after each occurrence of a triggering event.

30 42. The method of claim 33, further comprising permitting the player to access the
uncarded player account.

43. The method of claim 33, further comprising permitting the player to access a
portion of the uncarded player account.

44. The method of claim 33, wherein the uncarded player is permitted access to the credit following enrollment.

5 45. The method of claim 44, wherein the credit is payable immediately.

46. The method of claim 44, wherein the credit is payable on a future visit.

47. The method of claim 44, wherein the credit is payable incrementally.

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48. The method of claim 44, wherein the credit is transferred to the newly enrolled player's player account.

15 49. A player tracking system for uncarded players, comprising:
a host computer;
a network interconnecting gaming devices to the host computer;
means for tracking uncarded play;
a memory for storing the tracked uncarded play;
means for detecting the occurrence of a triggering event; and
20 means for notifying the uncarded players after the occurrence of the triggering event.

50. The system of claim 49, further comprising means for enrolling the uncarded players in a player tracking system.

25 50. The system of claim 49, in which the notifying means is a soliciting means.

51. The system of claim 49, further comprising means for awarding a bonus.